
MARKET FACTS!

MARKET FACT #19

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1.6

BILLION unbanked people were around the World in 2016

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COMMENT: That looks high, doesn't it? But it's the truth. Some may be advocates or holders or both of cryptoassets. But many are just out of the banking system as there are a "population" of homeless people across the globe. [In The USA, just 5% of adults don't have bank accounts](#). "[Don't have enough money to meet minimum balance requirements](#)" was cited by 21.7 percent of unbanked households as the main reason for not having an account—the most cited main reason. "**Don't trust banks**" was the second-most cited main reason for not having an account in 2021 (13.2 percent), and "[Avoiding a bank gives more privacy](#)" was the third-most cited main reason (8.4 percent). Remember that part of this stat contains also the world of criminals who work only with cash and gold (sorry business experts, we have to be honest about this sometimes).

A MESSAGE FOR BRANDS

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